

## Industrialists Outlines Methods Of Organizing Chest Campaigns

"You get the most out of giving to the Community Chest because your Chest gift buys 167 community services in one campaign, services which protect the health and happiness of you, your family, your neighbor," Jack Schmidt, Pacific Smelting Commerce and Industry Chest Chairman for the 1957-58 Community Chest campaign, told a gathering of other Torrance and Gardena Commerce and Industry employee Chest chairmen at a luncheon instruction meeting held last week at the Palms Restaurant, Torrance.

### The Chest Story

He told them the following facts which constitute the Chest story. Eighty cents of every dollar contributed to the Chest goes for children through clinics and hospitals, youth services, nurseries, homes, and protective services.

"The giver gets the most mileage out of every dollar," he said. "Because one campaign for 167 services means low overhead, only 8.6 per cent, the Chest campaign is the lowest of any comparable campaign."

### An Annual Report

He explained that every penny goes through safe and thrifty hands. An annual stewardship report appears in the public press to show where and how contributions are spent. Careful research is done to find what services people most urgently require. Then the money is spent where it is most needed. One out of every three families uses Community Chest, services.

Schmidt gave the employee Chest chairmen the steps by which they are most likely to have a successful campaign in their firms. Pacific Smelting has for the past two years won the Quota Buster award given to any firm which collects one fourth of one percent of their total payroll for a year.

### Planning Needed

First, according to Schmidt, the employee Chest chairman should gain the support of the chief executive in his firm. Then he organizes a planning committee which will set quotas on a departmental basis and plan a time schedule.

Publicity to sell the employees on the Chest follows

## Magazine to Feature City

Torrance will be featured in Look magazine's Nov. 25 edition, according to the present schedule.

Selected by the magazine as an All-America City this year, the picture-story will concern the phenomenal growth of the town.

Announcement of the article's appearance was made by telegram from magazine editors to Mayor Albert Isen this week.

### Square Dancers Meet

Square dance beginners' class for adults is being held every Sunday except first Sundays of the month from 3 to 6 p.m. at Gardena Barn, 15016 Daphne, Gardena. Everyone is invited to come and learn how to square dance.

The caller is Ralph Hill.

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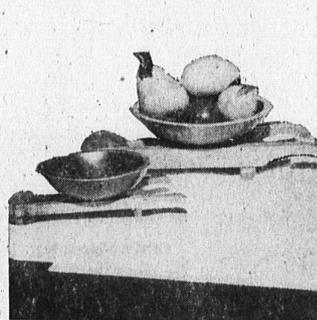
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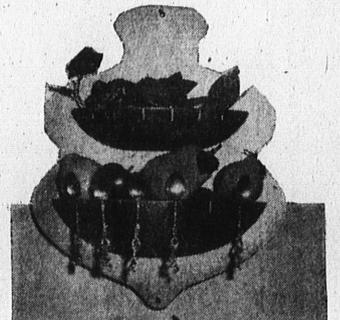
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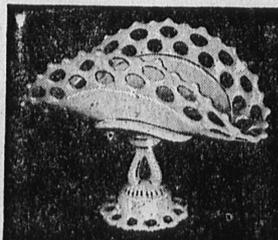
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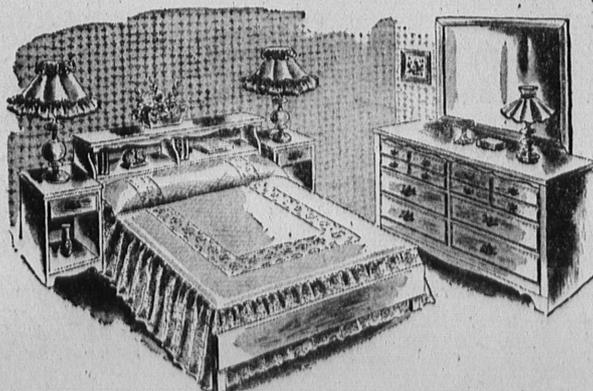
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